Docket No.: 116692005100

(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: Mariko ADUMA et al.

Application No.: 10/790,249 Confirmation No.: 9890

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For: PRODUCT INFORMATION CONTRAST Examiner: M. Misiaszek SYSTEM

AMENDMENT UNDER 37 CFR §1.114

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This is in response to the final Office Action dated January 8, 2009. Reconsideration and allowance of the pending claims in light of the remarks presented herein are respectfully requested.

Remarks begin on page 2 of this paper.